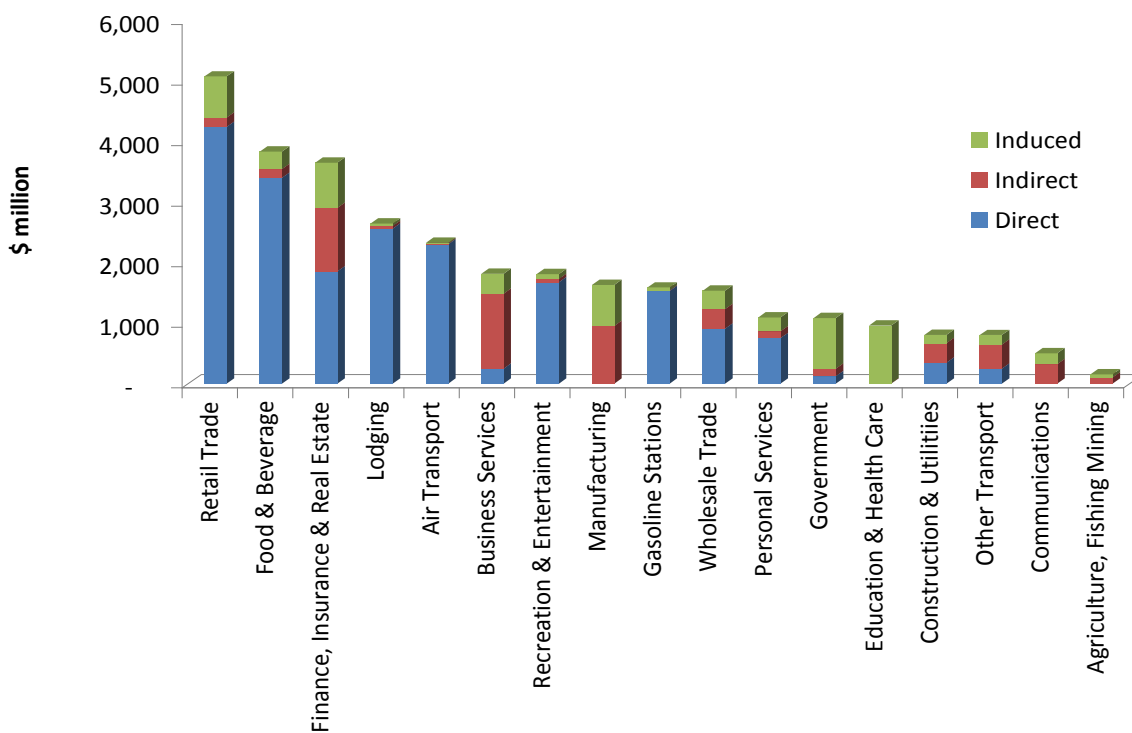


What Does Tourism Mean to North Carolina's Economy?

The Economic Contribution of Tourism in North Carolina

Total Impact

- Travel and Tourism generates \$20.2 billion a year in total economic demand in North Carolina. Tourism demand generates \$31.3 in business sales, including indirect and induced impacts.
- Nearly all sectors of the North Carolina economy benefit from tourism activity directly and/or indirectly.
- Visitors spend more in retail (including grocery stores) than in any other sector, followed closely by restaurants and lodging.
- The significant second home market generates \$1.9 billion in direct economic activity within the real estate sector.



- This economic activity sustains 326,052 jobs, and 8.7% of all wage and salary employment in the state is directly or indirectly dependent on tourism. This is an increase in share from 8.6% in 2008. \$9.0 billion in compensation is generated by tourism demand.
- The \$20.2 billion in tourism related expenditures generates \$15.6 billion in tourism impact (full GDP), or 4.0% of the state economy.

